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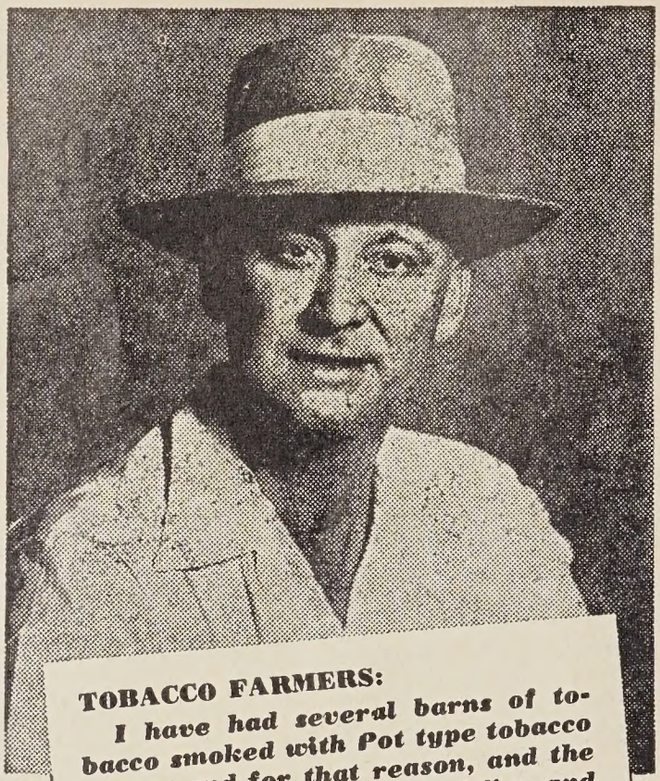
THE Carolina Farmer

IN THIS ISSUE

- Jordan Pushes Rural Road Program
- The Rural Telephone Loan Program
- Electrified Rural Industries
- Who's Boss Around Your House
- Electric Co-ops In Action

Official Organ
NORTH CAROLINA
Rural Electric Cooperatives

SEPTEMBER 1951



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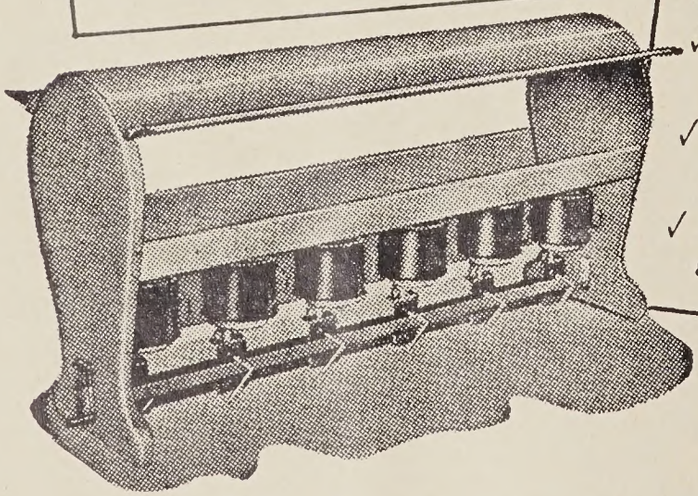

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WATTS COOKING
By NICK and the STAFF

CO-OP MEMBERS . . . A co-op member is a person who by service seeks to make his home a place of happiness and joy to his family; his business a nucleus of honest effort; his community a center of beauty, health and prosperity; his state the talk of the nation as to kindness and friendliness; his nation the guiding light of peace and rightful living.

"Nick" Nicholson

Every morning he is handed twenty-four hours. They are one of the few things in the world you get free-of-charge whether you want them or not. If you had all the money in the world, you could not buy an extra hour. If you were the meanest beggar in the world, you could not be deprived of a single minute.

Wasted time is even a greater calamity than wasted money or wasted health. Either of these you may regain; but hours, days, months and years are gone forever.

Plan now to be a full partner in your ANNUAL MEETING, it will be time well spent for a great cause.

Your being a co-op member is something more than a mere instance. To be a member is more than to have a bouquet tossed into your lap for back—way back—in the picture is work; work by you and your neighbor in making rural electricity pay.

The privileges of each member in return carries great responsibilities. Among them that you be faithful in attendance at your ANNUAL MEETINGS, strict adherence to your co-op rules and regulations, doing your part when called upon, and reflecting the co-op ideas in your daily business and social contacts.

Once a year, you, as a co-op member are asked to forget your personal business and personal worries, and for one day mingle with men who do lay aside their worries and business dignity to be themselves. At your ANNUAL MEETING, no man's place of birth, political party or religious affiliations is allowed to affect his relationship with other co-op members.

Every member of a REA financed electric co-op in North Carolina should feel the responsibility that is his. ATTEND THAT ANNUAL MEETING . . .

POWER LOBBY WINS . . . CO-OPS LOSE . . . North Carolina lost out without even the simblance of a fight when our two senators and several of our representatives turned their backs on the rural electrification picture in our state.

Final agreement was reached on Interior and Agriculture Department appropriations on August 21, when the Senate and House conferees passed these bills providing funds for 1952. They now lie on the President's desk

See WATTS COOKING on Page 6

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OUR FRONT COVER

With food prices soaring, eggs for the market or the family table means extra money for the homemaker. Discovering a well filled nest is a pleasant experience as illustrated by radio's pretty Ann Andrews of the Mutual network.

The Carolina Farmer

Dedicated To Better Rural Living

Published Monthly by

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SERVING THE MEMBERS OF RURAL ELECTRIC COOPERATIVES IN NORTH CAROLINA

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QUESTION BOX

QUESTION: Is the yellow jessamine poisonous to livestock?

ANSWER: Animal husbandry specialists at State College say the Carolina or yellow jessamine is one of the most poisonous plants for livestock that grows in the State. Poisoning of livestock usually occurs when palatable green forage is scarce. The symptoms are muscular weakness, slow breathing, and decreased temperature. The plant grows in the Coastal Plain and lower Piedmont. The twining or trailing evergreen vine often grows to a length of 20 feet. The leaves are about two inches long. The flowering shoots are reddish brown, and the flowers are deep yellow and very fragrant.

Both the leaves and the flowers are poisonous to such animals as cattle, sheep, goats, and horses. No good treatment is known, although some farmers give Epsom salts. Morphine is said to be an antidote. Where practical, danger to livestock should be prevented by destroying the vines or fencing them out.

* * * *

QUESTION: When should I seed Italian ryegrass for winter lawn?

ANSWER: John H. Harris, the "Tar Heel Gardener," says September and October are the two best months for seeding Italian ryegrass, tall fescues, or bluegrass for lawns. Nothing equals Italian ryegrass for a pretty winter lawn. However, it definitely injures the summer sod. "You can't have the best summer sod and have ryegrass growing on it during the winter," says Harris, "but considering how attractive ryegrass is in the winter, perhaps it justifies the damage it does." He adds that a great deal of the damage can be overcome by fertilizing the summer grass about the time the ryegrass begins to die.

* * * *

QUESTION: How can sheep ticks be controlled?

ANSWER: By dipping or spraying the flock about three or four weeks after shearing and if necessary again in the fall. There are several good materials on the market for controlling ticks on sheep.

* * * *

QUESTION: When should evergreens for the home grounds be planted?

ANSWER: The fall months would be a good time to plant evergreens, says John H. Harris, the "Tar Heel Gardener." He adds that if you can't do the job now, evergreens can be planted any time during the winter or early spring months when the ground isn't frozen.

Here are a few tips on transplanting: (1) Don't allow plants to dry out. (2) Lift balled and burlapped plants by the ball—not by the top. (3) Dig the hole larger and deeper than the ball or roots and fill in the extra space with good topsoil. (4) Remember that most plants will need cutting back. Do this at transplanting time—don't wait until spring. (5) Mulch the plants with sawdust, pine needles, or other materials to conserve moisture and keep down grass and weeds. If the plants are tall, use guy wires to anchor them.

* * * *

QUESTION: Are Atlas wheat seed still available in North Carolina for planting this fall?

ANSWER: Dr. R. P. Moore, director of the Crop Improvement Association, says supplies of Atlas 50 and 66 wheat, as well as of Arlington oats and Colonial barley, are still available in most sections of the State. Farmers who desire information as to where seed of these varieties may be obtained should see their local county farm agent.

* * * *

QUESTION: I own a small farm. What type of seed cleaner do you recommend that I use?

ANSWER: The answer depends on conditions on the farm. If you are growing only one or two large crops for commercial seed purposes, it is recommended that you use one large cleaner. However, if you produce several types of seed crops, it would be better for you to use several small cleaners.

WATTS COOKING

(Continue From Page 5)

awaiting his signature.

Congress to allow $318,500 for construction of a 115 kv transmission line from Clarks Hill Dam to Greenwood, South Carolina. The house eliminated $23,520 allowed by the Senate over the objections of our Senators, for a survey and plans for a transmission line from Buggs Island Dam to Kinston, North Carolina. Some real horse trading must have taken place to deprive North Carolina of this one chance to assure the future supply of economical power to REA co-ops and the balance of power behind the settlements might well have been the strong South Carolina Association of REA co-ops.

CAPITAL CHATTER

By

SCOTT

SUMMERS

Raleigh—Now that it's oyster-eatin' season again, the politicians have come out of their shells and are beginning to really maneuver around.

Reports reaching Raleigh indicate that Dr. Henry Jordan, chairman of the State Highway Commission, is gathering support from throughout the state and may be the man to beat in the governorship primary come Spring.

Jordan has not, as of this writing, expressed interest in being governor. At least, he hasn't expressed such interest publicly. He comes from far enough west—Randolph county—to qualify under the east-west tradition, though, and is being asked to announce for the state's number one job by many of his friends.

"Only trouble is," Jordan says, with a twinkle in his eye, "that there have been no campaign fund offers as yet."

The Highway Chairman is interested, though, and would be a hard man to beat. He's a member of the Scott administration and likely would draw strength from Scott supporters—particularly if Capus Waynick doesn't run, which seems likely.

He's not considered an arch liberal, though. Neither is Jordan in the arch-conservative group, despite the fact that State Democratic Chairman Everette Jordan—his brother—certainly can be listed among the most ardent of the Old Guard.

Jordan seems to fall in what might be called the progressive group—those who won't believe in extremes of either kind, but who want to see the state government give all of the services that it should.

Chairman Jordan has administered the giant highway funds as though he were spending his own money. And, as a mill owner, he would draw considerable support probably from some of the folks with money.

The Old Guard seems worried about his chances, because there seems to be a concerted effort to try to tar Dr. Jordan with a "me-too to Scott" brush. Nothing could be farther from the truth, though.

It wouldn't surprise me a bit if Jordan is North Carolina's next governor. Most Tar Heels don't want an extremist of any kind as their next governor. Jordan seems to be liberal enough to suit most of those who list to port, and conservative enough for most voters if not for the diehard Old Guard group and the Willis Smith splinter faction of the Old Guard.

Bill Umstead of Durham still seems to be the Old Guard's number one boy, although he's losing strength fast by keeping his intentions quiet publicly. Bill tells folks privately he will run, but says "no comment" to the press. There's a growing belief he won't even run, and the sharper politicians are saying he'll be whipped if he does. There's a recurring rumor that Umstead's health won't stand a strong campaign, but Bill says he feels fine.

Brandon Hodges has quit being coy and come right out and admitted that he'd like to be governor. Some of the Smith camp followers are leaning his way, since the abortive attempt to get Charlotte Preacher Casper Warren to carry their banner.

Capus Waynick is due home and—by the time you read this, probably—will state his intentions. The odds are he'll keep on being ambassador, perhaps try to swing his support to someone else, very likely Jordan.

Others have been mentioned but not loudly. They include Superintendent of Public Instruction Clyde Erwin, Secretary of State Thad Eure, Agriculture Commissioner Stag Ballentine, Supreme Court Justice Sam Ervin, Judge Hubert Olive, and ex-Speaker of the House Kerr Craige Ramsay. All of them seem to have died on the vine.

But you never can tell about politics. There's always that chance that the winner might be someone not even mentioned as yet.

This corner still picks Henry Jordan for the winner, if he runs.

Tidewater Power Company officials got called up by the State Utilities Commission recently and told that they seemed to be making too much money.

The eastern North Carolina power outfit was running something like a nine percent profit, compared with the six to six and a half others are making.

Come September 19 Tidewater must face the commission and either prove it's not making that kind of dough, voluntarily reduce rates, or be faced with an order to cut its prices.

Tidewater got that much-disputed

See CHATTER on Page 23

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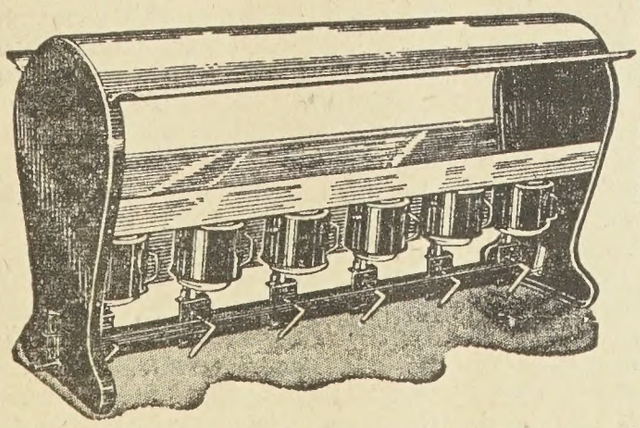

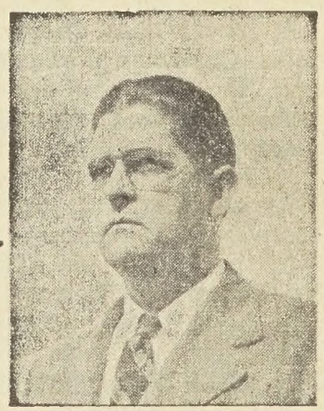

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JORDAN PUSHES ROAD

HENRY W. JORDAN
Master Road Builder

Spearheaded by farmers, the people of North Carolina voted on June 4, 1949, to spend $200,000,000 on their 52,195-mile secondary road system.

With the casting of their ballots, they dumped a tremendous, record-breaking load onto the State Highway and Public Works Commission. The vote showed that the people wanted action, and wanted it soon, on their farm-to-market roads.

The burden fell heaviest on the broad and capable shoulders of Henry Watson Jordan, chairman of the Commission, who will go down in North Carolina annals as the guiding hand behind the biggest secondary road improvement program ever attempted by any state.

It hasn't been an easy task. But under Chairman Jordan's able direction, the farm-to-market road program is moving smoothly toward a successful conclusion.

Nearing Rural Road Goal

As of August 1, the Commission has paved 8,190 miles—or 68 per cent—of the 12,000-mile paving goal set by Governor Scott back in 1949 for school bus routes and farm-to-market roads. The first seven months of 1951 saw 2,379 new miles added to the paved roads under the bond program—from the 5,811 miles built by December 31, 1950, to 8,190 miles at the end of July. This doesn't include miles added to the primary road system. The tremendous investment in new country roads put North Carolina in third place in the Nation in the amount of money spent on roads. Only New York and Pennsylvania spent more.

Last year, North Carolina topped all states in the number of miles of new paving, and it is destined to lead the Nation this year. In addition, North Carolina is moving ahead steadily toward its goal of stabilizing 35,000 miles of roads for which paving would not be economically sound at present. Next year, emphasis will be placed on improving these roads, which are comparatively little-used but which are important in the daily living of the few people using them.

Henry Jordan reasons that the new roads will add much to North Carolina's general prosperity—rural and urban alike. Build a new road or pave an old route, he says, and soon people put up homes and start new businesses along the highway. Electricity moves out to them, to service the many appliances they buy. In this connection, Jordan expressed pleasure over the fact that 87 per cent of North Carolina farms are electrified. He added that he hoped the rural telephone program would be speeded up so that in the near future adequate telephone service would be available to all rural homes desiring it.

Successful Business

Now 53, Jordan has had a successful career in business and professional life which admirably fits him to carry on the arduous and complicated duties of the highway chairmanship. His department now is maintaining 65,000 miles of roads. It is keeping 14,000 employees busy. In addition to its highway program, the Commission also includes the vast state prison system. The job of chairman, in this day and time, requires a man who can give businesslike, statesmanlike attention to thousands of details as well as to hundreds of major projects. Such a man is Dr. Jordan.

As a son of the late Rev. Henry Harrison, Jordan, young Henry grew up in Methodist parsonages all over North Carolina. "When we moved to a new town," he recalls, "Charlie, Everett, Frank and I had to fight the neighborhood kids once or twice to let them know we weren't sissies. That's pretty good training. We learned to take care of ourselves."

Chairman Jordan was referring to his brothers. Charlie is Duke University's vice-president in charge of public relations. Everett, a successful textile industrialist, is chairman of the State Democratic Executive Committee. Frank is pastor of the First Methodist Church of Shelby.

Son of Methodist Parson

Henry Jordan was born on August 31, 1898, in Ramseur where his father, the Methodist parson, rode a horse called "Joe." Commenting on a speech Dr. Jordan made in Randolph County last year, V. C. Marley of the **Asheboro Courier - Times** recalled those old days:

Dr. Henry was born just around the corner in the old Methodist parsonage while his father . . . was our pastor. I remember well his coming to our home down in the country, riding old Joe, a fine bay horse. I rode behind him from church and thought Joe was the fattest horse I had ever seen. The preacher must have visited a lot for they didn't pay him but about 30 dollars a month and you that. He was a good preacher, and couldn't feed a horse very high on his son is making us a good Highway Chairman, fair and straight and honorable. We would be better off with more Henry Jordans.

"Mr. Marley's observation on the integrity of Henry Jordan is no more exaggerated than his commentary on the meagerness of Methodist parsons' salaries in the old days. Some of the Highway Chairman's closest friends have made the observation that they never "heard anybody say anything bad about 'Dr. Henry' or ever knew anybody who didn't like him."

In the current Tar Heel political picture, that statement means considerable. It indicates a lot about the personality and character of the man Governor Scott chose to administer his important $200,000,000 bond issue program.

As for education, young Henry Jordan saw the inside of many North Carolina public schools. He remembers schools in Marion, Lenoir and Morganton among others. In each locality the elder Henry Jordan served his church, leaving reservoirs of friends and pleasant memories for his son. Young Henry went to Rutherford College (now Brevard) before leaving for Emory and Henry College in Virginia to begin his higher education. Later he attended Emory Universityin Atlanta, Ga., where he received his training to become a dentist.

After graduating from the dental school, he went to Belmont and settled down to 20 years of administering to teeth. While there, he courted and married Mary Ruth Rankin of Gastonia and probably would be there today except for a serious ill-

PROGRAM

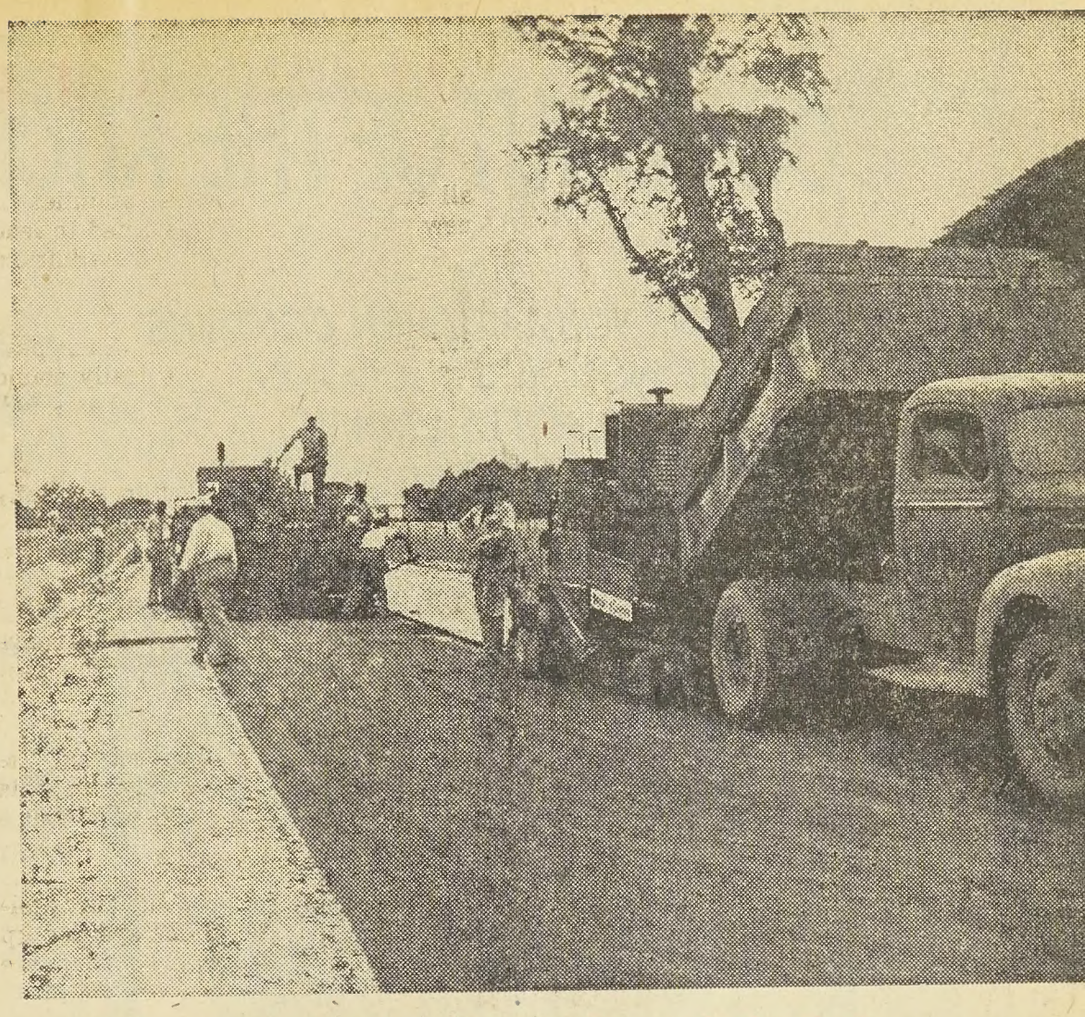
ness which sent him to the hospital for many months. When he recovered, he found it possible to break away from the deadly routine of going to the office every morning. That was in 1940. His brother, Everett, had entered the textile business in Alamance County and found that business to his liking. Brother Henry, seeing an opportunity to enter a new field, decided to take the same plunge. With his brother's help, he purchased an old mill beside the Deep River at Cedar Falls in Randolph County. The war demand for textile products made this move an immediate success. At present, the Highway Chairman is president and general manager of the Jordan Spinning Mill at Cedar Falls, the Sellars Manufacturing Company at Saxapahaw and the National Processing Company of Burlington. He enjoys splendid health.

The Highway Chairman has an overwhelming fondness for his textile plants which he transmitted to his youngest son, Tommy, age 12. Already Tommy loves to tinker around in the plant at Cedar Falls, and he intends to carry on the family business. The Jordan mills process cotton yarns, doing fine combed spinning. Their product is sold largely to hosiery and underwear manufacturers.

A Natural Leader

It is apparent in Cedar Falls—as it is in Raleigh—that Henry Jordan is the kind of man people instinctively trust and turn to when they need help. His kindly demeanor, coupled with a distinctive sense of humor, make him beloved, as his father was, by people from many walks of life. This gentleness of manner is blended with a keen business sense and an inborn strength of character. These qualities make him a natural leader of men.

Successfully established in the textile business as World War II ended, Henry Jordan accepted an appointment offered him by Gov. R. Gregg Cherry as Sixth Division highway commissioner. He came to the Highway Commission with no previous experience in roadbuilding and like several other Tar Heel businessmen before him learned to love the job. Although he manifested a genuine interest in civic affairs early in life—he is a past president of the Belmont Rotary Club and has been chairman of the Methodist Board of Stewards for 19 years—Jordan discovered that as highway commissioner he found an opportunity to enlarge that sphere of his activities. The Highway Commission appealed to him because he instinctively likes to deal with people, and highway commissioners find that their biggest job.



A Common Sight on North Carolina's Farm-to-Market Roads

When Governor Scott looked around for a Highway Chairman in 1949, he found Henry Jordan, experienced and able, waiting to take the job. As Highway Chairman, Dr. Jordan has cultivated his natural knack as a public speaker and has exhibited his ability to attract capable, trustworthy men as his lieutenants.

As he grows older and deals with more people, the Highway Chairman learns that soundness of character means more than any other quality in men. It is his contention that our government will never be better than the character of the men who run it. His foremost consideration, in carrying out the highway program, is to attract to it men of substance and integrity. Loyalty, too, ranks high as a qualification of good character, and the Chairman himself has demonstrated that quality well in his own life.

Operates 400-Acre Farm

In his spare time Jordan likes to collect silver. At his comfortable old home at Cedar Falls he has candlesticks, silver services, trays, and dishes he has collected from many parts of the United States and Mexico. He also has a 400-acre farm at Cedar Falls, complete with pigs, corn and wheat which, he sometimes maintains with a sly wink, qualifies him for a spot, like all other statesmen, in the political hierarchy of North Carolina.

Last fall he sent his two older children off to school. Henry Harrison, II, 17, went to Woodberry Forest in Virginia, and Anne Rankin, 15, to Salem Academy in Winston-Salem. That left only wife Mary Ruth and youngest son, Tommy, at home.

In addition to the many other things he has been identified with in his 53 years of life, the Highway Chairman has been a county commander of the American Legion, president of the Gaston County Dental Society, a member of the County Board of Education for a half a dozen years in Gaston County and also in Randolph, on the Boy Scout Executive Board in Randolph County and a Shriner. During World War I he served for six or seven months in the Students' Army Training Corps.

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LAKE CITY, S. C.

"CASH IF YOU HAVE IT — CREDIT IF YOU NEED IT"

Telephones For Rural North Carolina

A Report On The REA Rural Telephone Loan Program In North Carolina

In 1949, Congress authorized REA to undertake a rural telephone loan program to meet the great need of rural people for adequate telephone service.

During the last 30 years, farm telephone service has lagged far behind progress in other fields. According to U. S. Census figures, fewer farms had telephones in 1945 than in 1920. Farm telephone service had also declined in quality. Because there was little evidence of early major improvement in this situation, Congress approved Federal financing of the improvement and extension of rural telephone service.

The Rural Electrification Administration is an agency in the U. S. Department of Agriculture, established on May 11, 1935. It is headed by an Administrator who is appointed by the President for a 10-year term, subject to Senate confirmation. The present Administrator, Claude R. Wickard of Indiana, took office July 1, 1945.

Under the telephone amendment, REA is empowered to make loans to commercial companies and rural cooperatives for the improvement and expansion of rural telephone service. As in the electrification program, the loans bear 2 percent interest and may be repaid over a maximum period of 35 years.

REA itself operates no rural electric or telephone facilities, and the program involves no grants or subsidies. REA serves principally as a banker to local systems. Its main functions are to lend money and to give technical advice and counsel where needed in the construction and operation of the borrowers' facilities. REA borrowers repay loans from their operating revenues.

The rural telephone loan program has two basic features. First, it is a lending program. The Rural Electrification Act requires that all loans be self-liquidating, and that the loans be repaid within the time agreed. REA proposes to maintain the fine repayment record achieved by its rural electrification borrowers. Ability of an applicant to meet REA loan security requirements is an important condition of loan eligibility. Every borrower, whether commercial company or cooperative, must provide equity of 10 to 50 percent of the total value of its telephone system, including the facilities financed by REA.

The second major feature of the telephone program is its objective of area coverage. In defining this basic principle of the telephone legislation, Congress directed that the program be conducted to "assure the availability of adequate telephone service to the widest practicable number of rural users of such service."

Rural telephone service in this country was at its peak in 1920. At that time, nearly 2.5 million farms, or 38.7 percent of all farms in the United States, had telephones. During the late 20's and early 30's however, farm service in most states declined.

Beginning in 1936, farm telephone service was again expanded, gradually at first, and then more rapidly as farm incomes increased after 1940. By 1945, the Census indicated that 31.8 percent of farms in the United States had telephones, although much of their service was mediocre or poor. The percentage of farms with telephones in 1945 ranged from 3.7 in Mississippi to 79.3 percent in Iowa. Official figures are not available showing how much rural telephone expansion has been made since the war. A survey made by the Bureau of Agricultural Economics of the Department of Agriculture indicates that as of July 1, 1949, approximately 40 percent of farms in the United States had telephone service. Other surveys indicate, however, that although some expansion has been made since the end of the war, about half of the farms with telephones still have unsatisfactory service.

The demand of rural people today for telephones corresponds to their demand of 15 years ago for electric service. Operators of small existing telephone systems realize the need for a low-cost credit program. Expansion or improvement of their systems is limited because this type of financial assistance is not available from private sources. The establishment of the rural telephone loan program gave farmers and other rural

See TELEPHONES on Page 25

Finest of all refrigerators!

THE FRIGIDAIRE IMPERIAL

The only refrigerator to give you the 3 best kinds of cold each with its own refrigerating system and positive moisture control!

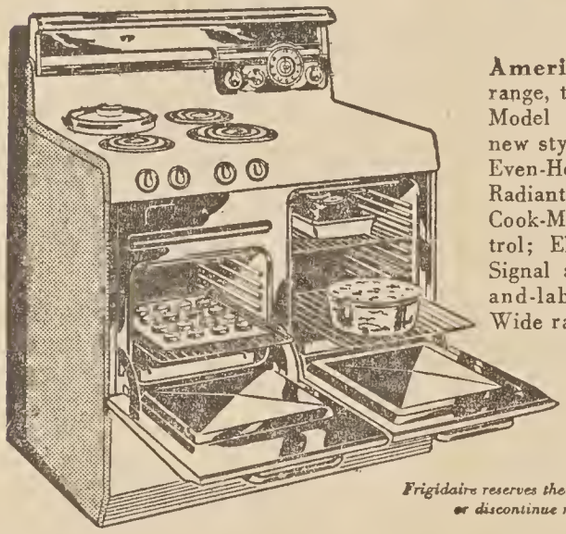
Completely Sealed Locker-Top! Keeps over 73 lbs. of meat and frozen foods, including 4 trays of big, super-cold ice cubes wrapped in constant, zero-zone cold.

Self-Defrosting Refrig-o-plate! Exclusive Refrig-o-plate in completely separate food compartment maintains *super-safe cold. Eliminates dripping moisture. Automatically defrosts itself without attention!*

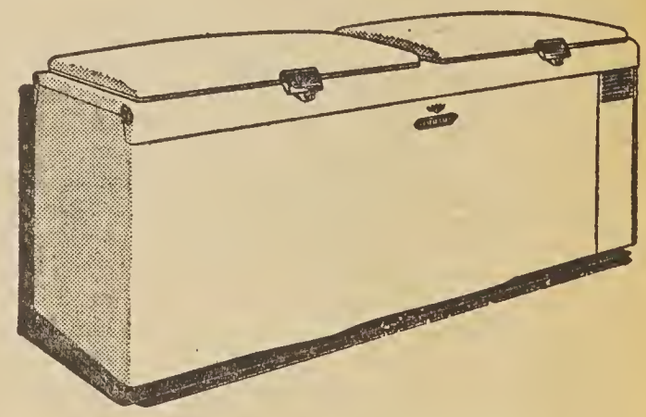
Cold-Wall Cooling! Cold-Wall chilling coils in cabinet walls provide colder, more uniform temperatures, just the right *super-moist cold* for keeping fruits and vegetables garden-fresh. Twin, all-porcelain Hydrators hold nearly a bushel.

The Meter-Miser does it all!

All three refrigerating systems are powered quietly, economically and dependably by a single Frigidaire Meter-Miser . . . simplest cold-making mechanism ever built. Only Frigidaire has it!



America's finest electric range, the Frigidaire De Luxe Model RO-70, has beautiful new styling; 2 new, twin-unit Even-Heat Ovens; 5-Speed Radiantube Surface Units; Cook-Master Oven Clock Control; Electric 2-Speed Time-Signal and many more time-and-labor-saving features. Wide range of models.



Frigidaire Food Freezers, in several sizes, protect your valuable frozen foods for months on end. All models are powered by the world's most famous cold-maker—the Meter-Miser. All have sliding Storage Baskets, counterbalanced tops, interior light and all the latest food-keeping features.

Frigidaire reserves the right to change specifications, or discontinue models, without notice.

Visit Your Frigidaire Dealer's Showroom

There's a Frigidaire Dealer near you. See him next time you're in town. Or write Frigidaire Division of General Motors, Dayton 1, Ohio.

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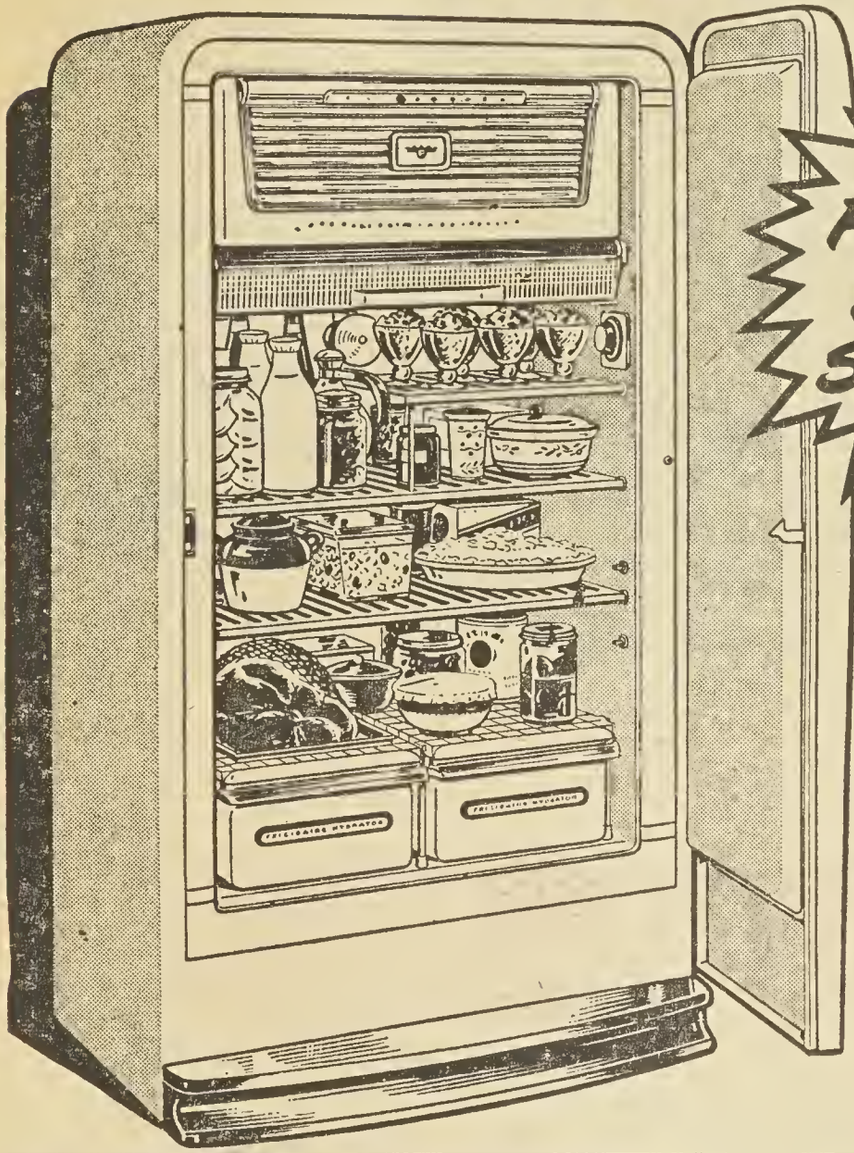
Home Appliances

Refrigerators • Electric Ranges • Automatic Washer
Electric Ironers • Automatic Clothes Dryers • Food Freezers
Electric Water Heaters • Electric Dehumidifier • Air Conditioners

3 NEW FRIGIDAIRE MODELS

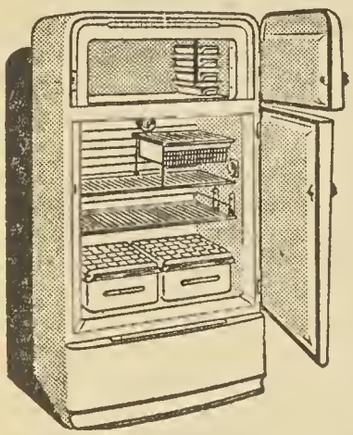


MADE FOR ONCE-A-WEEK SHOPPING!

Now you can have a refrigerator that lets *you* decide when to shop. Perhaps it's a day when stores are less crowded—parking is simpler, shopping's more leisurely. Whatever day you choose, you have the assurance that your Frigidaire Refrigerator will give you plenty of space—and the right kind of cold—for keeping all your foods *safe* from one shopping trip to the next. Shown here are representative models of Frigidaire's complete line.

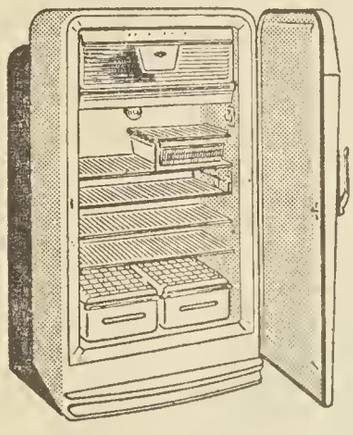
FRIGIDAIRE MASTER MODEL—MO-81 gives you 8.1 cu. ft. of storage space. Its full-width Super-Freezer Chest holds over 41 lbs. of frozen foods. You have 15.7 sq. ft. of shelf area and more space *between* shelves. Twin, stacking Hydrators give you moist-cold storage space for over 19 quarts of fruits and vegetables. Famous Meter-Miser mechanism provides a constant flow of safe cold top to bottom.

Frigidaire reserves the right to change specifications, or discontinue models, without notice.



FRIGIDAIRE IMPERIAL MODEL

IO-100—a new and different 10 cu. ft., 2-door refrigerator—gives you *three* kinds of cold, each with its own refrigerating system. Food-Freezer Cold in Locker-Top, Super-Safe Cold in food compartment, and Super-Moist Cold in Hydrators. Truly, America's finest refrigerator!



FRIGIDAIRE DE LUXE MODEL

DO-107 has 10.7 cu. ft. of storage space, full-width Super-Freezer Chest with 49 lb. capacity, Cold-Wall Cooling in food compartment. Has all the latest food-keeping features including Frigidaire's exclusive Quickube Ice Trays and the new, improved Meter-Miser mechanism.

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WATER SYSTEMS AND PLUMBING SUPPLIES

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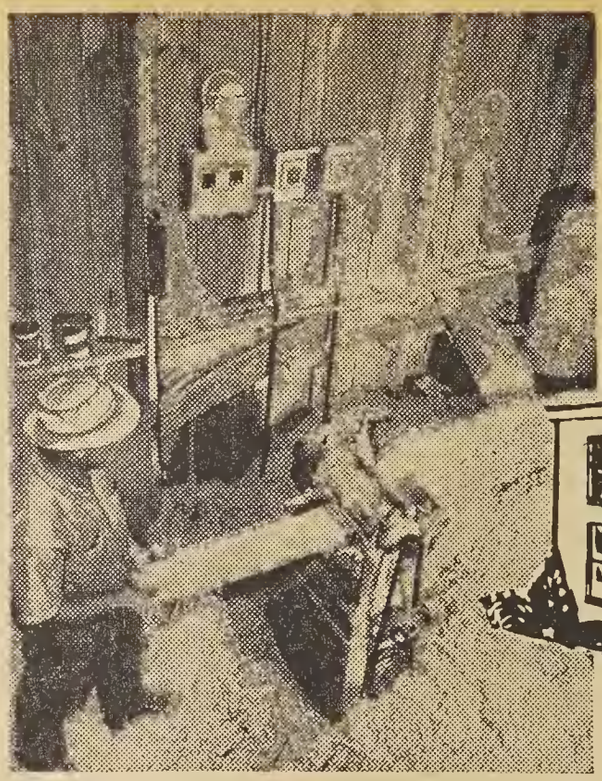
Z-3

Nearly 30 percent of all industrial plants being established to-day are being located in towns of 10,000 or less, according to business surveys.

That is why a group of rural electric co-op leaders, businessmen and civic leaders met recently in the office of Gwyn Price, chairman of the North Carolina Rural Electrification Authority. With a representative of the federal REA on hand to explain the national program these leaders in North Carolina rural electrification considered ways and means of attracting industry to this area. Their action was prompted by the fact that North Carolina is rich in undeveloped natural resources; has excellent transportation facilities and abundant labor for industry. Industrialization of North Carolinas small towns will be reflected in the industrial development of the extensive rural areas for which the towns are the trading center and will result in increased business for the towns.

Co-op leaders know that increased rural industrialization will mean increased kwh consumption either through actual service to the industries or because of related activities velope their farming operations.



WOOD WORKING PLANTS

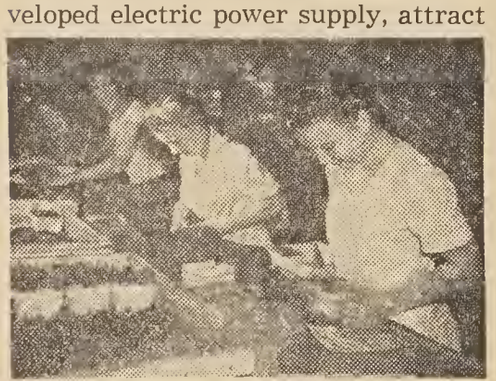
ELECTRIFIED RU

Many management - employee groups realize that there are ad- which will affect the co-op members.

Small towns in North Carolina face a situation that is already typical of many in the nation. As the Nation's defense needs become more clearly defined, industry will seek new locations and more and more rural communities will be affected.

What Industries?

Rural areas with an already developed electric power supply, attract



FOOD PROCESSING PLANTS

industries now being moved from their present urban locations. New industries are being developed around raw materials found or produced in rural sections. In the latter group are the many plants for processing and marketing farm products.

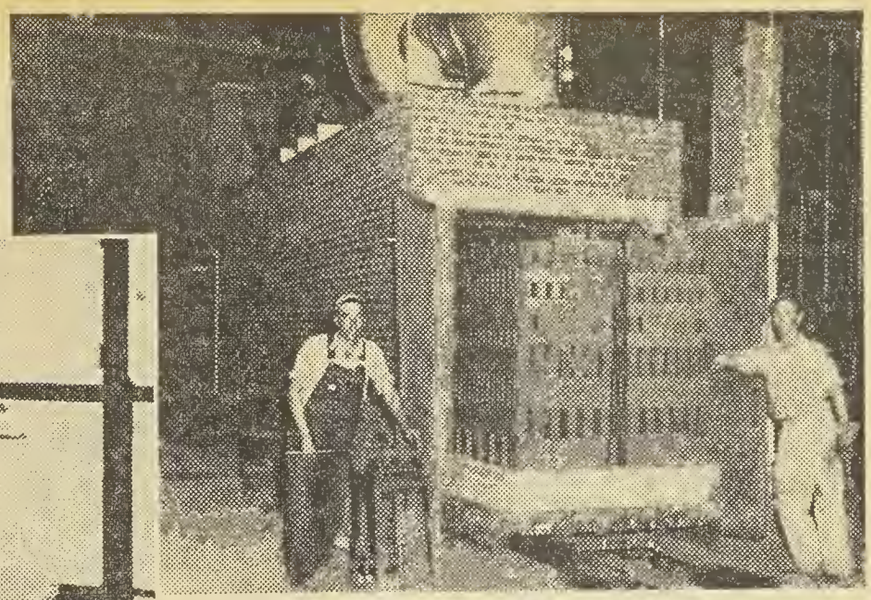
In choosing new locations, industrialists usually consider factors such as available electric power; suitable factory sites; good transportation facilities; greater protection from enemy attack; low operating costs; available labor; good housing and low living costs for employees.

From the rural resident's point of view, rural industries provide a means of increasing local income. Seasonal, part-time or full-time work becomes available to farm youth who would otherwise either seek work away from his home community, or who need extra money to help de- vantages to small-town or rural living over urban. Many people would rather live in a small community where they could be home owners, walk to work, have more leasure for recreation, and be recognized as useful members of a community than be lost in a large city. Better working relationships between management and employees result when employees are happily housed.

In some instances a decentralized industry may require electric facilities beyond the capacity of the local REA co-op. But even so the co-op members stand to benefit from the impact of the new industry on the area. Any new industry will tend to keep more money in the area; payrolls will be increased, and the wages spent in the area.

In addition to the industrial market created by the presence of the major industry, many smaller rural industries often will be created by the presence of the major industry. Lumber mills, wood processing plants, dehydration plants for farm supplies, and freezing, storing and

FREEZER LOCKER PLANTS



BRICK AND TILE INDUSTRIES

RAL INDUSTRIES

other food processing plants, often follow development of a major industry. These small industries help balance the co-op power load.

Other businesses such as laundries, shoe repair shops, garages, new housing, and expanded community facilities also will be stimulated by any expanded rural industrial activities in the co-op service area.

Co-ops frequently benefit from added recreational facilities which develope as communities grow. Many co-ops already serve drive-in theaters and ball parks in North Carolina. Bowling alleys, skating rinks and swimming pools may also call on the co-op for power.

Developing new rural industries—whether decentralized or local—provide the co-op members who farm with new outlets for his crops. This could mean that a new food processing plant would ask farmers to grow vegetables that are new to the area to meet the new market demands.

How To Attract Industries

What can the REA co-op members, their board of directors, and managers do to interest the community or industry in locating in their service area? Here are some suggestions:

1. Work as closely as possible with county agricultural agents, state college and extension services. Cooperate with our State Department of Agriculture, and representatives of the state department of Conservation and Development. These sources know what is needed in the way of processing agricultural products as well as what farm products are available for processing.

2. Work with State and local organizations interested in rural industry, especially other cooperative groups.

3. Furnish news material to your state REA magazine, co-op newsletters, commercial newspapers and magazines discribing any rural industries now operating on your co-op lines. Tell how and why they came to be served by your co-op; who own and operate the industries; what products are manufactured or processed; how many people are employed.

4. Affiliate with a local farm-business group or organize a co-op member committee. If a genuine interest exists in attracting rural industries into your area, perhaps a non-profit organization of local farmers who are co-op members and businessmen could be set up. This group could assist representatives of prospective new or established industries to locate factory building sites; erect or acquire factory buildings or other facilities; gather information on raw materials, labor, markets and housing.

5. Keep other co-op members informed of their interests in attracting or developing rural industries to your co-op area.

New! YET BUDGET PRICED

New 6.10 CU. FT.

1951 Hotpoint Refrigerator

17-lb. Speed Freezer
Genuine Hotpoint Quality

● You'll have to see this new low priced Hotpoint to appreciate what a great quality value it is . . . the kind of top-quality you expect from Hotpoint. Here's the same all-steel construction found in de luxe models, the same beautiful Calgloss enamel finish that won't chip, crack, or flake. Don't wait—see it today!

- **Large glass chiller tray**
- **Durable, corrosion-resisting shelves**
- **Automatic interior light**
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Z-3

. . The Carolina Homemaker . .

By MISS YORK KIKER, Home Economist

Hot Seafood Dishes Are Tasty, Nutritious

CREAMED CRAB MEAT

Heat 1 cup crab meat in 1 cup White Sauce or Cream Sauce. Serve on toast or in patty cases. Serves 4.

With Mushrooms. Add ½ cup sliced mushrooms. Cook 10 minutes over hot water.

Crab Meat au Gratin. Put in baking dish or ramekins, cover with ⅓ cup buttered crumbs, and bake until crumbs are a delicate brown.

OYSTERS AU GRATIN

1 pint oysters
6 slices buttered toast
2 eggs, beaten
1 teaspoon salt
1 teaspoon pre-pared mustard
½ teaspoon paprika
½ cup milk
1 cup grated cheese

Trim crusts from bread. Cut each slice into quarters. Combine beaten eggs, seasoning, and milk. Arrange layer of bread in buttered casserole, cover with layer of oysters. Sprinkle with grated cheese. Repeat layer, pour milk mixture over contents of dish, and cover with grated cheese. Place casserole in pan of hot water bake in moderate oven 350° F. for 30 minutes or until brown. Serves 6.

MAIN COURSE SALAD

Salads are fun to make, pretty to serve and delightful to eat. That is, they're deilghtful eating if you don't have the feeling that you're wading through bowls of rabbit food—or, if the salads are not too skimpy to be satisfying.

But there's every reason for a main-course salad to be completely satisfying by supplying the protein food necessary for daily well-being. This can be done at a reasonable cost, too, which is something to consider when trimming appetites to suit the food budget is next to impossible.

Here is a hearty, yet refreshing salad that fits all these requirements —tuna salad in a tomato aspic ring. This salad may be prepared in advance for main-course serving, and is well endowed with proteins and minerals which we need daily. When serving a well-chilled salad as a main course, better include something hot —perhaps a hot bread, a cooked vegetable, or a hot beverage.

Classroom Classics

9349—THE TWEENAGE GIRL goes back to school in this shirt-frock! It's smartly styled as a grown-up's dress, with big Pilgrim collar, sharp cuffs, snappy bow-tie and two glorious box pleats! Pattern 9349 comes in Girls sizes 6, 8, 10, 12, 14. Size 10 takes 2⅞ yards 35-inch nap; ⅞ yard contrast.

4671—THE TEENER begins a new life in High School with this high style! It's a weskit outfit with smart little vest, swanky little shirt, flared skirt. All Teen-easy sewing! Pattern 4671 comes in Teen sizes 10, 12, 14, 16. Size 12 skirt takes 1¾ yards 54-inch; vest, 1⅛ yards 35-inch nap; blouse, 1¾ yards 35-inch material.

9154—YOUR YOUNGEST starts the Great Adventure of School in this! So fash'nable, Mother, with flange trim, V-shaped yoke, tiny bows and a wee-triangle pocket. Panties included in pattern. Pattern 9154 comes in sizes 2, 4, 6, 8, 10. Size 6 dress takes 2 yards 35-inch; ½ yard contrast.

Send THIRTY CENTS in coins for each of these patterns to The Carolina Farmer, Pattern Department, 232 West 18th St., New York 11, N. Y. Print plainly NAME, ADDRESS, SIZE AND STYLE NUMBER.

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to save you money by the TON

The cost of twenty bags, no matter what they are made of, has to be included in the price of every ton of fertilizer you buy. By packing in re-usable Cotton Bags—dress prints, quality sheeting, and serviceable toweling—your fertilizer monufacturer enables you to recover this bag cost.

Why pay for twenty bags that are a dead expense when, for slightly more, you can get about twenty-five yards of cotton fabric for home sewing—worth much more to you than the original cost of the bags.

Cotton Bags, by *paying their own* way as containers, save you money on every ton of fertilizer. *TALK TO YOUR FERTILIZER DEALER.* Let him know that you want fertilizer in Cotton Bags . . . to save you money by the ton.

***FREE** to you— "Needle Magic with Cotton Bags", 1951 edition with scores of helpful ideas for sewing with Cotton Bags. Write today to:*

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P. O. Box 76, Memphis 1, Tennessee

You Look Your Best

So-o-o becoming, it will always be busy taking you places! Jr. Miss, this simple casual is stunning in tartans for daytime, jewel-tone velveteen for datetime. New collar, smart pockets!

Patern 9181: Jr. Miss sizes 11, 13, 15, 17. Size 13, 4⅛ yds. 39-in.

So Little Fabric!

T4508 SIZES 12—20

Save dollars! Sew these new separates! ONE yard 54-inch for weskit, ONE yard for skirt in all sizes given! Sew TWO new wonderful separates to mix and match. Belt-slots on skirt, arched hipline flaps on weskit are news. Pattern T4508; sizes 12, 14, 16, 18, 20.

Send THIRTY CENTS in coins for each of these patterns to The Carolina Farmer, Pattern Deparment, 232 West 18th St., New York 11, N. Y. Print plainly NAME, ADDRESS, SIZE AND STYLE NUMBER.

HOUSEHOLD HINTS

Early hatched pullets receiving a total of 13 hours of natural and artificial light will lay heavily in the fall and winter months, provided other recommended poultry management practices are followed.

Old hens should not be forced into egg production by artificial lighting until January 1.

One watt per 5 square feet of floor space is recommended for morning or evening lighting in the hen house.

Dimming devices are not needed for morning lights in the laying house.

All-night lights are preferred by some poultry men because it permits the birds to feed and eat at will any time during the night.

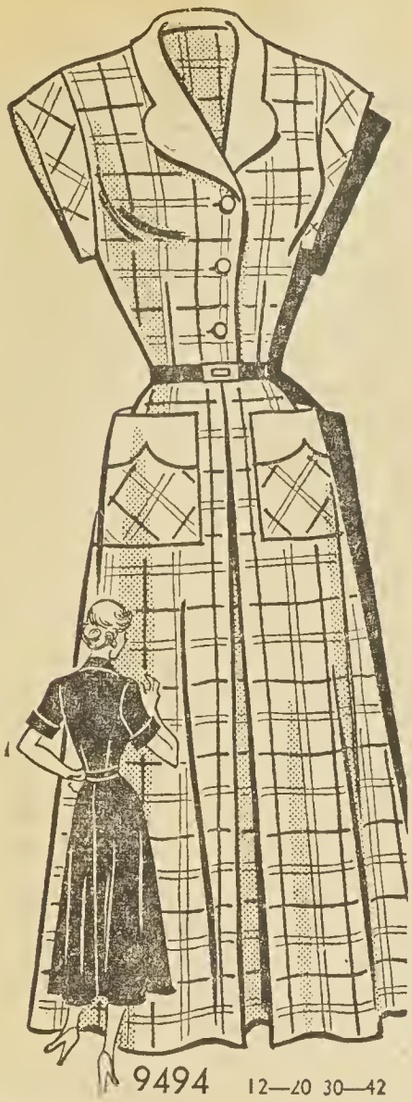
Night lights in poultry or livestock buildings tend to reduce panic and injury to stock.

All animals are healthier and make better gains when they have a constant supply of fresh water available.

Individual drinking cups in the dairy barn have been credited with a 20 per cent increase in milk flow when other recommended dairy manage-

See HOUSEHOLD HINTS on Page 19

Everywhere You Go



They'll like your style in this crisp new shirtwaister! The collar softens the V-neckline, and pocket facings curve to match the lapels. Skirt has nice pleat!

Pattern 9494 comes in sizes 12, 14, 16, 18, 20; 30, 32, 34, 36, 38, 40, 42. Size 16 takes 4 yards 35-inch; ⅜ yard contrast.

HOUSEHOLD HINTS

(Continued From Page 18)

ment practices are followed.

Use an automatic electric water supply system to help make a litter of pigs weigh 2,000 pounds at six months of age.

For the same wattage, fluorescent lamps give about two and one-half times as much light as incandescent lamps.

A white fluorescent tube produces light rich in the colors generally considered to be cool colors.

Fluorescent lamps are particularly adaptable to use in valances, cornices, built-in bookcases, cabinets and other places where ordinary incandescent lamps would not fit as easily.

Ordinary fluorescent lighting, cool in its blue-white hue, emphasizes the cool colors such as blue, green and yellow-green, and neutralizes warm colors.

The appearance of colors in a home is altered by artificial light. Color combinations can be used to approach daylight.

free pattern*

PFAFF

you can make this stunning dress yourself in any material

On a PFAFF—it's all done—WITHOUT ATTACHMENTS.

It's so simple, even a beginner can sew professional looking garments and home furnishings.
Turn your radio-like dial and embroider, zig-zag, make buttonholes, sew on buttons, monogram, hemstitch, sew straight or reverse.

- The PFAFF is a precision made FULL ROTARY.
- Service and parts available everywhere—fully guaranteed.
- Over 4,000,000 satisfied customers.

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MAIL THIS COUPON TO-DAY

Mr. E. B. Peabody, Manager
PFAFF Sewing Machines
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Raleigh, N. C.

Please have my nearest PFAFF dealer arrange to give me a free demonstration and also a FREE dress pattern. Size.....

NAME .....

R.F.D. NO. ..... BOX NO. .....

CITY OR TOWN .....

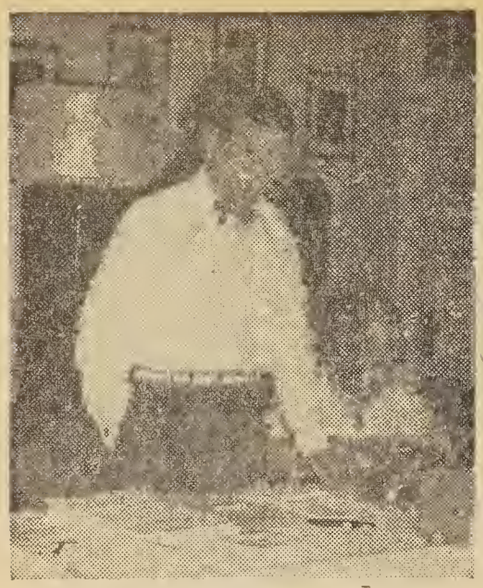
EMBROIDERED EDGING

BARGAIN VALUE! Costly, finest quality eyelet, lace, ½" to 3" wide, some 2 to 5 yard lengths. Assorted colors. Worth up to 79c yd. Trim lingerie, clothes, pillow cases, curtains, etc. Satisfaction guaranteed or money back.

21 YDS.....$1.00 45 YDS.....$2.00

C. HAHN, 8605 Durham Ave., North Bergen, N. J.

ELECTRIC CO-OPS



R. R. EDWARDS,
President of TECA, conducts first Business Session.

Tarheel Electric Cooperative Association Holds First Business Meeting . .

The first regular meeting of the Tarheel Electric Cooperative Association, Inc., was held at Blowing Rock, N. C., last month.

The meeting was called to order promptly at the scheduled hour by President R. R. Edwards who kept the meeting on a business-like footing from the first sound of his gavel. Many comments were made during the two-day session about the exceptional ability for leadership being displayed by the president of the newly formed and important state association of REA cooperatives.

A well planned program of discussions was presented and began with an interesting address by Gynn B. Price, chairman of the North Carolina REA, who outlined for those present the REA co-op's greatest needs in North Carolina today. Price pointed out that cooperation among cooperatives in North Carolina was to be most desired and suggested that a serious effort be made by the co-op managers to cooperate with one another for their own protection.

A broken leg was not enough to keep F. E. Joyner from the State Association meeting at Blowing Rock.

REA Personnel

Important administrative personnel of the Rural Electrification Administration were invited by President Edwards. Heading this group was Richard A. Dell, newly appointed Chief of the Application and Loans Division. William H. Grove, head of Region 1 Management Division, and Kenneth Hardy, head of Region 1 Applications & Loans Division, and Phillip Voltz, REA Specialist, rounded out this important group of visitors from Washington.

RICHARD A. DELL
Recently appointed "Chief" of REA's important A and L Division was a featured speaker at the Blowing Rock meeting.

Most important part of the meeting was the report by a special committee on possible services and activities that might be entered into by the new state association. At a closed session the members heard the report but no action was taken. President Edwards re-appointed the same committee with instructions to make a more complete report at the next meeting to be held in Raleigh November 20th and 21st. There is a possibility that action will be taken at that time.

Blue Ridge EMC Plans Giant Hydro Plant

The Blue Ridge Electric Membership Corporation of Lenoir, North Carolina, has been granted a preliminary permit by the Federal Power Commission in Washington for the construction of a proposed hydro-electric plant that would be capable of supplying more than enough power for the co-op's immediate needs. Savings would amount to more than $100,000.00 per year for the co-op as power could be generated for less than 3½ mills.

The proposed plant would be constructed in Ashe County near Glendale Springs. The Reservoir would create a lake of 2,250 acres and would open up a mass of recreational possibilities for the area.

C. E. Viverette, manager of the Blue Ridge co-op, recently advised Governor Scott that the local growth of the Northwest Counties served by the co-op was seriously impaired because of the lack of adequate power. Industrial development in Watauga, Ashe, and Alleghany counties depends entirely on the amount of power that can be supplied by the co-op over transmission lines from the co-op's metering point at Lenoir. "Immediate steps should be taken to provide for the generation of sufficient power to serve the area or build additional transmission lines to truck the power in," said Mr. Viverette. Plans for the hydro plant might well be the answer to this power shortage.

The preliminary permit granted by the Federal Power Commission will enable the co-op to maintain a priority of application for a licence to build the plant while it makes the necessary surveys and final plans. Opposition is expected as is always the case when a cooperative proposes to do something for the benefit of it's members and the people.

The proposed project would include a dam on the South fork of New River high in the Blue Ridge mountains. A tunnel would also be constructed through the top of the mountain connecting to a power plant in Wilkes County near the headwaters of the middle prong of Reddies River.

From the dam the tunnel would extend 13,000 feet to the power house where 88,500 horsepower would be

generated for power. The tunnel would divert about 10 per cent of the water in the New River which flows through Virginia into the Ohio river and to the Gulf of Mexico, into the Reddies River which flows into the Yadkin river and empties into the Atlantic ocean. This is a diversion type project and would increase the stream flow of the Reddies River and Yadkin rivers in North Carolina.

The energy produced by the proposed project would be used to serve the towns and rural areas now being served by the cooperative. Power for the co-op lines is now obtained from the Duke Power Company lines at Lenoir at a rate much higher than the generation cost provided for in the proposed project.

Total cost for the construction would be more than $15,500,000.00 and when completed would provide adequate power for the future development of the whole service area of the co-op.

DAVIE E. M. C. WINNERS

Miss Sarah Nell Hoots (center) was selected as winner of Davie E.M.C.'s beauty contest. Miss Vonnie Sue Bottoms (left) was second, and Miss Elizabeth Koontz (right) placed third. Twenty-one contestants participated in contest, largest to be held by a co-op in North Carolina—Photo by Harvey Dinkins, Winston-Salem Journal.

Beauty Contest And Flake Shaw Featured At Mocksville

Prizes worth more than $2,500.00, twenty-one beautiful beauty contestants, food enough to feed an army and Flake Shaw contributed to the success of Davie EMC's best annual meeting yet.

Leading off with a short business session the meeting settled down to some serious thinking as R. Flake Shaw, executive vice-president of the North Carolina Farm Bureau Federation, made the principal address. "Research" said Shaw, "is the No. 1 problem in North Carolina's agriculture." He expressed the hope that the more than 5,000 members of the co-op gathered for their annual meeting would cast their votes in favor of the 5c tax on feed and fertilizer on November 3rd.

Twenty-One Beauties

By far the largest number of contestants to enter a REA beauty contest in North Carolina paraded before five perspiring and confused judges and they vied for the coveted honor of being chosen Miss Davie Electric. The unanimous choice of the judges for first place was Miss Sarah Nell Hoots, a senior at Union Grove High School. Second place went to Miss Vonnie Sue Bottoms and third place to Miss Elizabeth Koontz.

J. C. Jones, popular manager of the co-op, made a short report in which he pointed out that while the co-op was serving 5,100 members with an average of 120 kwh per month the system was equipped to serve 5,500 members at the rate of 200 kwh per month.

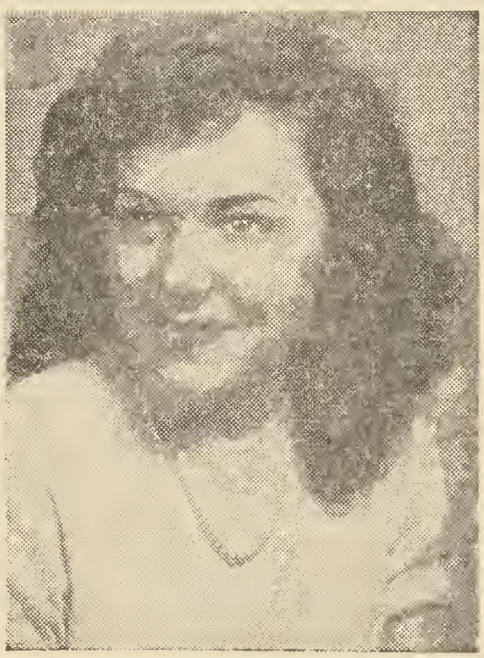
It was the popular opinion of those attending the annual meeting this year that it was the best yet and the biggest. However, manager Jones and Electrification Advisor, Mrs. P. M. Johnson are already laying plans for next year in an effort to have an even better and bigger meeting. . . . NOTE . . . they will probably do it too.

Beauty Queen Selected By Blue Ridge E.M.C.

A report to the members of exceptional progress by manager C. E. Viverette, a talent contest and beauty contest, a cooking party, prizes and a fine address by James Hilton, Dean of Agriculture at State College, highlighted the activities of the best annual meeting Blue Ridge EMC has had to date.

Miss Ida Maude Black of Sparta survived a series of divisional elimination contests to win the coveted title of Miss Blue Ridge Electric and the right to compete in the state contest this fall. Observers contend that she has a fine chance at the state title.

Construction of a huge hydro-electric plant for the generation of power for the co-op is the number 1 objective for the Blue Ridge co-op and it is hoped that real progress can be reported at the next annual meeting of the members.



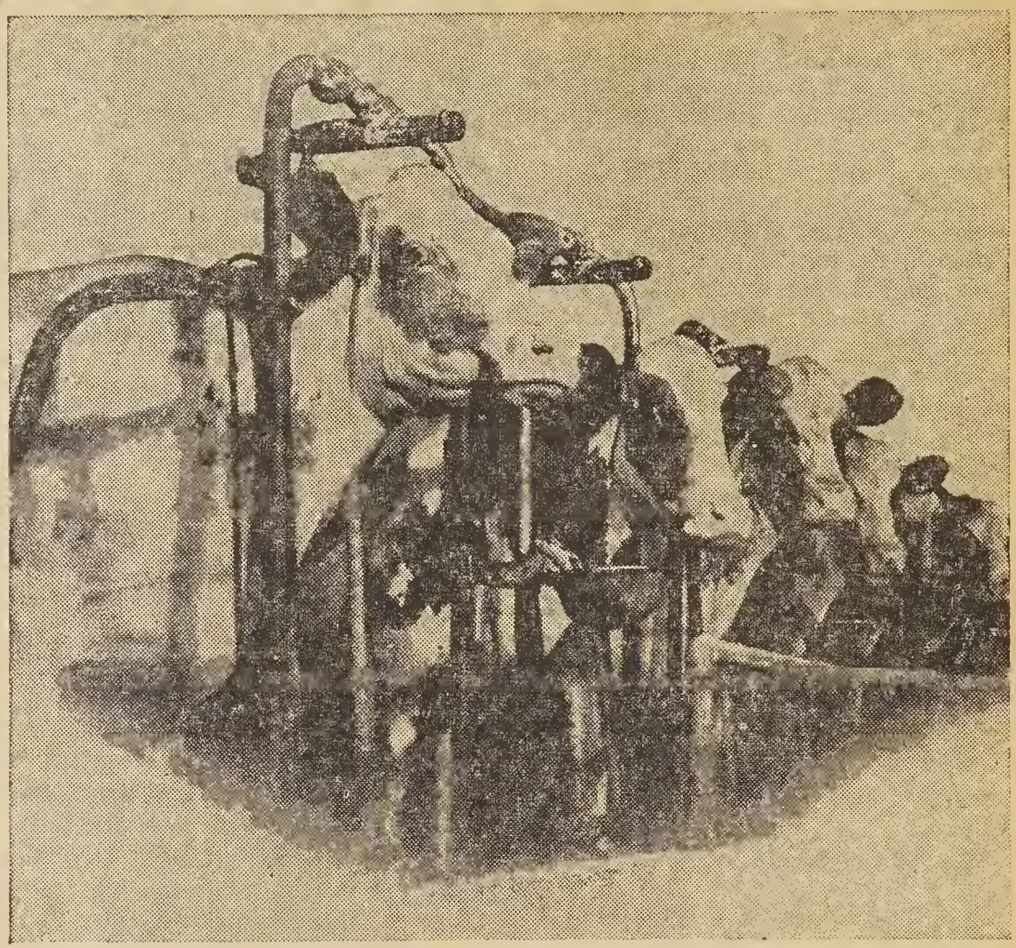
IDA MAUDE BLACK
Sparta
Miss "Blue Ridge Electric"

WHEN TO CULL LOW-PRODUCING COWS

Every dairy farmer has the problem of deciding when individual cows are no longer profitable and should be removed from the herd. The size of this problem is shown by the fact that in market milk areas such as the Northeast around 20 percent of the cows are culled annually. The percentage runs higher for some areas and for some farms.

Many of the cows removed are sterile, diseased, or otherwise unfit for further milk production. But a sizable proportion of those culled, perhaps as high as 20-25 percent, are removed because of low production. This is the group that requires a well-considered decision by the farm operator.

Some farmers approach the problem from the point of view that cost of feed is one-half of the total cost of producing milk. And going on from there they sometimes conclude that a cow must return twice the value of her feed in order to be worth keeping in the herd. This conclusion needs to be examined as to whether or not is it a good one.



True On The Average

Cost studies made by the State experiment stations, many of them in cooperation with the Bureau of Agriculture Economics, tend to bear out the "one-half" rule in the sense that in nearly every case when all farms studied are thrown together, the averages show feed to be roughly one-half of the total cost. This is true for different periods of time and for widely scattered areas. It is significant, however, that the averages for different studies vary enough around the one-half point to indicate that it is only a rough measure, even when considering the average of large groups of farms and large numbers of cows.

Granting that the "one-half" rule is a rough measure for large groups of farms and cows, the question still remains as to how well it would apply to individual cows. The cost information mentioned above indicates that although the "one-half" rule will apply on the average to some groups of farms, it will not apply to others, and that the application of the rule to an individual cow is open to serious question.

Other Weaknesses

Actually, however, as a basis for farming decisions, other weaknesses in the rule are more important than those pointed out above. As mentioned earlier, the conclusion is sometimes drawn, based on the "one-half" rule, that a cow must return twice the value of feed consumed to be worth keeping. This is a very questionable conclusion even if feed costs are exactly 50 percent of the total. The main reason is the fact that many of the inputs going into milk production have no other use, at least in the short run.

For example, labor is an important cost in milk production, amounting to about one-third of the total as ordinarily computed. Yet most of the labor on a typical dairy farm is that of the operator and his family, and often has no alternative use that will produce any income except more leisure time. Under these conditions, a farmer may be much better off with a relatively low producing cow than without her, even though the cow is unprofitable by the "one-half" rule.

Suppose, for example, that a farmer has a cow producing 6,000 pounds of 4 percent milk a year, which is about average production for many of the dairy States. At prices fairly typical of recent years, feed costs would amount to $170 and total returns to $300. Applying the "one-half" rule, total costs would be $340, leaving the farmer with a net loss of $40 on the cow. Presumably, then, this cow should be culled, but before drawing that conclusion let us look at the effect on receipts and expenses. If he disposes of the cow, his gross income would be reduced by $300. Some of the expenses which are ordinarily considered as cost items would be reduced or eliminated but not all of them. Under most conditions, the reduction in expenses would be about as follows:

Grain, 1.3 tons	$ 94
Hay, 2.8 tons	51
Milk hauling	12
Depreciation on cow	11
Dairy supplies and services	14
Miscellaneous	14
Total reduction	$196

This assumes that hay and homegrown grain can be sold at going prices, but the silage and pasture cannot. No reduction in labor cost is allowed on the reasonable assumption that the labor freed in handling one cow is not likely to find other productive employment, at least in the short run.

Thus, the result is a reduction in gross income of $300, a reduction in expenses of about $200, and a reduction in net income of around $100. In other words, the farmer would be

Continued on Next Page

considerably better off financially by keeping the cow even though the "one-half" rule would indicate otherwise.

Questionable Assumptions

Other weaknesses of the "one-half" rule are due to the fact that it is based on certain assumptions which are questionable although usually unstated. Perhaps the most important of these is the assumption that the cows to which the rule applies are being fed at the most profitable rates. Actually this may or may not be true, and in most cases probably is not. Dairy cows under average management tend to be underfed, particularly in certain seasons of the year. When a cow fails to meet the "one-half" test the chief reason may be improper feeding. With improved feeding, both milk production and feed costs would increase but ordinarily the value of the increased milk would far exceed the cost of the increased feed. This is because an underfed cow can be expected to make a relatively large response in milk production to an increase in feed intake. The same weakness, of course, could creep into the receipts and expenses approach, but is much less likely since the more detailed data used there provide the basis for a good check on the best rate of feeding.

Cull After Analysis

What the rule really brings out is the well recognized fact that low producing cows are generally less profitable than high-producing cows. The farmer in question probably would benefit by replacing the 6,000-pound cow with an 8,000-pound cow if he could raise or purchase one at reasonable cost, but this is quite a different adjustment than mere-eliminating the low producer.

This does not deny that some cows produce so little milk that they should be eliminated from the herd even without a replacement in sight. But a safer way to find such cows is by the type of analysis built around changes in receipts and expenses rather than by the "one-half" rule. And this type of analysis can easily be applied by any farmer who keeps records on milk produced and on feed used. Other cost items could be estimated if necessary.

CHATTER

(Continued From Page 7)

raise in rates about a year ago so it could sell some more stock.

Seems like the minority of Josh James and Harry Westcott were right about the rate-raise being unnecessary.

Anytime the REA coops don't think they need to stick together and keep on fighting, even to hold what they've won, all they have to do is take a look at what's been happening in Washington.

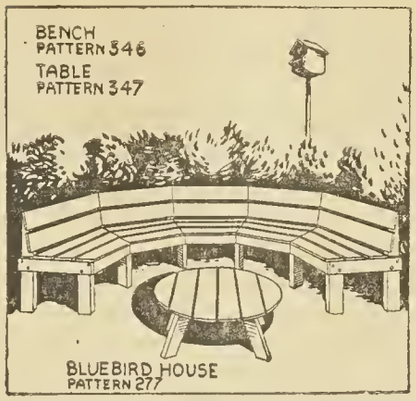
First, North Carolina's Senators Hoey and Smith fought to keep money from being earmarked for a survey to determine the need for a power line to eastern North Carolina from Buggs Island. They happened to be defeated by other senators, though.

Then the "fair tax outfit"—financed mainly by private power companies—got through committee at least added taxes for coops, mainly in the loan end, but so worded that the law might apply to every cooperative in the land.

The big money boys keep working and spending and lobbying to get things their way. If you don't like it, you have to do something besides talk about it.

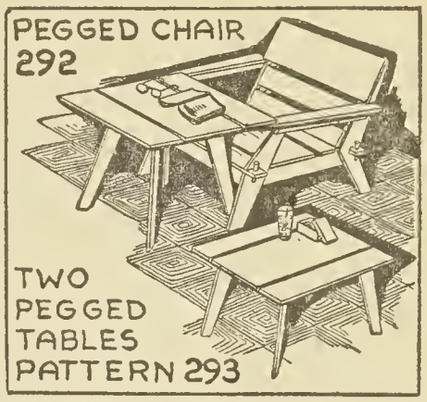
FARM and HOME WORKSHOP

Easy To Follow Patterns For The Handyman



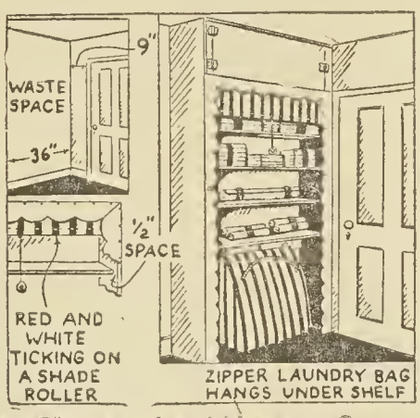
Five Sections Make This Garden Bench

This simple bench and table were designed for the amateur to make with hand tools, including a compass saw for the round table. The bird house is a very popular design with blue birds. Pattern 277 also gives detailed directions for a pretty wren house. The patterns are 25c each.



Make These Pieces For Your Out-Of-Door Living Room

This set is just the thing for that out-door pleasure spot. The larger of the two tables is the size of a card table and the smaller one is coffee-table height. Remove the pegs and the pieces may be stored flat. Both tables are made with pattern 293 and the chair with 292. Patterns are 25c each.



A Closet In Waste Space

This closet with a fabric door on a shade roller fits in any odd corner. Pattern 256 shows you exactly how it is built; gives an actual-size pattern for scallops; a list of materials required and directions for making the zipper laundry bag. The price of pattern is 25c.

Use With Oars Or Motor

The man who likes to spend his holidays cruising lakes or rowing in shallow trout streams will be delighted with this sturdy boat. It is light enough to carry on top of the car. Pattern gives material list, diagrams for cutting and assembling; with details for finishing. Price of pattern 220 is 25c.

Send your order for these patterns to—Workshop Pattern Service, The Carolina Farmer, Bedford Hills, New York

WHO'S BOSS

at your house?

Men may sprout the whiskers but women wear the pants. History proves it. Even in darkest Africa, back in the old days, when the male married, his mother-in-law simply moved in and took over. There are meanies who would say that times haven't changed much.

The merry wives of England, where the first census in 20 years is now being taken, are objecting strenuously to having husbands referred to as "Head of the Household." Embattled London organizations like the Married Women's Association and the National Federation of Housewives Associations are going all out to protect women's rights.

If the man were undisputed boss of the house, perhaps America would never have been discovered. King Ferdinand of Spain wanted Columbus to stay home. But his spouse, Queen Isabella, exercising her feminine prerogatives, insisted he continue his explorations. So Columbus compromised and went West.

Napoleon, conqueror of half the world, hated dancing. But Josephine his wife was enamoured of the darling waltz which was then sweeping France. Guess who took dancing lessons? Right-o,—Napoleon!

Just supposing a man wants to slouch around over the weekend in his old pants, in his old whiskers, in his own house. Think he can get away with it? . . . Have you tried it lately, Bub? What makes you think you have any house rights? Sure you pay the rent. Sure you buy the groceries. Sure you support your wife, your wife's mother and your wife's brother.

Yes, we know the little woman should be grateful to you for small favors such as mink coats, convertibles, vacations, charge accounts and pay checks. But she never rests her jaws. Why should she let you rest yours long enough to grow whiskers on them.

But one morning you decide to tempt Fate. You bravely hang your unshaven face over the cereal, and face the object of your afflictions with a tender bewhiskered smile. Your charming breakfast companion is wearing last night's curlers, yesterday's nylons, last week's earrings, last Christmas' bathrobe and the same old face. But she says she's been reading in a book or magazine somewhere that she's cute, she's lovely, she's adorable. Besides, she's your wife.

You try to hold up your short end of the conversation by saying that you've been reading in a magazine about some whisker studies conducted by scientists at the Philips Research Laboratories in Holland.

You're no dope, you tell her. What she sees on your face is simply scapus filis, the scientist's name for hair shanks protruding from the skin. Whiskers are a mark of manhood, you say, raising your voice to a mild shout. Why you have only 13,000 whiskers in your beard, little teentsie things only 28/10,000ths of an inch thick and growing at the slow rate of only 15/1,000ths of an inch per day —although admittedly in all directions at once.

But does that satisfy her? "Get into the bathroom and shave, you bum" is the delicate tenor of her remarks. Why, she makes you feel as repulsive as you actually look.

But don't give in. Don't let her argue you into shaving the way her pappy and her mother's grandfather did. For once keep her family out of it. None of that hot water, brush, soap, lather, razor, witch hazel, towel, styptic pencil, talcum powder routine for you. You've got other uses for your life's blood.

Before she can scream, "Get that hairy mess off your face," you've plugged in the newest electric shaving contraption. Developed by the Dutch and offered to American manhood as Norelco, this modern instrument of whisker elimination glides over your face as smoothly as a wife's fingers on payday.

Designed for lazy men to use while sitting, standing or lying down, its six steel cutters sharpen themselves while you shave. Pushed by an energetic brush motor, they whir round and round thousands and thousands of times a minute, but quiet. The quickly harvested whiskers repose in a cozy whisker well. One blow expels them, Yep. Easier to dispose of than old razor blades.

When your wife insists you shave, make her come to you on bended knee and say "Please!"—like this.

You too can be BOSS, and a smooth character as well, with the help of this smoothest of electric shavers.

"Take YOUR whiskers off MY best sofa and out of MY living room, etc.," says the little woman far, far into the afternoon.

PREDICT TINY TV TUBES WILL OUST ONES NOW IN USE

Experts Say Inventions Will Cut Cost, Provide More Efficient Sets

Television is on the march. New Components and other developments are on the way through invention and research. Progress is inevitable, declares National Patent Council, so long as the American Patent System continues to offer the incentive to invent and produce.

No one should deter progress, NPC maintains. The fact that the Federal Communications Commission endorses but one TV color system is not stopping others from trying to invent better systems. Television is stepping along, and the sets of today will make way for the sets of tomorrow. Some unknown inventor of today may be a television giant in days to come.

You don't like those scanning lines that disturb the close-up view? Be patient. Soon there will be no visible scanning lines. This is the promise of Philo T. Farnsworth, the once unknown western farm boy, who suddenly emerged as a television pioneer when he invented and patented the electronic-scanning picture tube. Electronic scanning knocked out mechanical scanning. The latter used a revolving perforated disc that screened the picture. Farnsworth thinks our present direct-view tube is on the way out, just as the smaller direct-view tubes have already almost disappeared from the market.

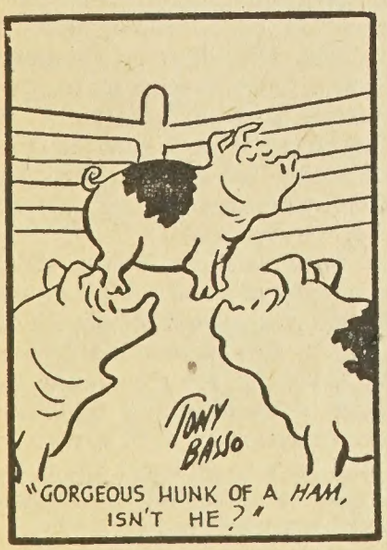
Tiny Tubes Coming

"It now seems entirely feasible," Farnsworth said recently to a group of radio engineers, "to build a receiver tube six inches long and less than an inch in diameter that will have 15,000 times the screen brightness of today's direct-view tube. With such a tube, we shall be able to use a built-in screen in the receiver or to adjust the set so that an image may be projected in three-by-four-foot size on a separate screen or wall."

New kinds of tubes will also improve the eye of the camera, Farnsworth said. The camera sees with about the same effect as the normal human eye. But the new tubes will enhance the camera eye so that it will see through the infrared region of the spectrum with 100 times the efficiency of the human eye; in fact, "where the human eye does not see at all."

Smaller tubes and other technical advances should bring the costs of television sets down in the near future. A set described in the January Bakelite Review is in line with the Farnsworth predictions. This set cut production costs by using low-loss insulation phenolic plastic housing instead of building a voltage driver that was vacuum impregnated, oil filled and hermetically sealed. Costs in replacements or repairs have also been substantially reduced for this unit.

Research scientists are looking for precision refinements in the transmission and reception of ultra-high frequencies which will permit many more television stations to operate and provide the viewer with a wider selection of programs. They say television is coming around more and more corners. It is moving ahead on its own muscle as a shining example of private enterprise. Television has remained free and independent of government subsidy to serve all comers. It is hoped that bureaucratic edicts will not seriously hinder its future progress.



TELEPHONES

Continued from Page 11

people fresh hope for full rural telephone coverage and satisfatcory service.

The development in rural electrification indicates the effectiveness of such a program. When the Federal REA program started in 1935, only 793,954, or 10.9 percent, of all U. S. farms were electrified. By June 30, 1950, more than 5,053,670 farms in the Nation, or 86.3 percent of the total, were electrified.

In North Carolina the number of electrified farms increased from 3.2 percent of the total in 1935 to 88.6 percent on June 30. 1950. The number of North Carolina farms with telephones in Census years is shown below:

Year	Farms with Telephones No.	Percent of Total
1920	33,029	12.2
1930	19,852	7.1
1940	12,111	4.4
1945	14,539	5.1

Rural people have shown tremendous interest in the rural telephone program since it was authorized. First came hundreds of inquiries from telephone companies and rural people, then a flood of loan application. As of Nov. 30, 1950, REA had on hand 619 formally executed loan applications from 42 States. Loan requests in these pending applications total $65,288,072. Of the applications on hand, 15 are from organizations in North Carolina.

In less than two months after REA began to receive loan applications, funds for the first REA telephone loan were allocated to the Florala Telephone Company of Florala, Alabama, on February 24, 1950. As of Nov. 30, 1950, a total of $13,538,500 had been allocated for loans to 31 commercial companies and 15 cooperatives in 22 States. These loans will enable the borrowers to construct or rebuild 14,447 miles of pole line to serve 33,720 new subscribers and to provide improved service to 20,517 present subscribers.

The first REA-financed telephone facilities went into service in Virginia in September, 1950.

As of Nov. 30, 1950, REA had approved one telephone loan application from North Carolina. The allocation total $518,000 for providing telephone service to 2,456 subscribers.

FASCINATING NEW HOBBY FOR YOU
EARNS QUICK CASH

Show EMBOSSED Christmas Cards WITH NAME 50 for $1.25

Friendly calls bring big profit orders for gorgeous new-idea Christmas Card Assortments. Sell 100—make $50! Just show giant-value 21-Card $1 Boxes, Religious, Comics, Metallics, Kiddie Cards, Imprinted Stationery, 35 other self-sellers. No experience needed. Plan for groups, too. Assortments on approval. Imprint Samples FREE. WRITE TODAY!
CHARM CARD CO., Dept. 595
393 PEACHTREE STREET · ATLANTA 3, GA.

Free for Asthma

If you suffer with attacks of Asthma and choke and gasp for breath, if restful sleep is difficult because of the struggle to breathe, don't fail to send at once to the Frontier Asthma Company for a FREE trial of the FRONTIER ASTHMA MEDICINE, a preparation for temporary symptomatic relief of paroxysms of Bronchial Asthma. No matter where you live or whether you have faith in any medicine under the sun, send today for this free trial. It will cost you nothing.
FRONTIER ASTHMA CO. 318-J FRONTIER BLDG.
462 NIAGARA ST. BUFFALO 1, N. Y.

Editorially Speaking

'Phony' Rural Electrification Week Back-Fires

All the shouting about "Rural Electrification Week" might not be over but the private power companies have finally realized that their efforts have misfired.

They started out with a full scale promotion that said that the job of electrification of rural America is completed. "95% of the farms will have electricity available this year," they said. The facts are quite different, for the latest reports from the 1950 census indicate that on a 26 state-sample, it looks as though only 78% of America's farms are electrified.

However, when electric cooperatives, farm groups and the President immediately attacked these statements as untrue, the private power companies and their high paid publicity "experts" tried to backtrack. They issued the following statements:

J. W. Parker, president of Edison Electric Company says: "The electric industry has never, to my knowledge, in any of its publicity or comments on the Farm Week observance made the statement that farm electrification is complete."

And George M. Gadsby, president of the Utah Power and Light Company says: "We are celebrating not the final crossing of the goal line but the final score at the end of the first half."

For one thing, the power companies have begun to realize that they should have brought in the cooperatives and saved themselves this entire repudiation. Private utilities have had many years of bad public relations because they refused to take part in community affairs, have been secretive and unconcerned about the public welfare. After getting burned in this publicity blow-up, it may very well be that they'll go back into their holes again.

Consider This Aspect

To clear up this business of taxation of Cooperatives we must understand one fact and this is the purpose of cooperatives.

The purpose of any ordinary business—the reason why people engage in it—is to provide some product or service to the public in the hope of having something left over. In other words profit—as much of it as possible!

Cooperatives are organized to serve or provide goods for the members as nearly as possible at cost. They are not organized to serve the general public at large in the hope of making profit.

Farmers have been forced to organize these cooperatives to protect themselves against exploitation or to assure themselves of supplies, quality and service. Electric co-ops were set up by the farmers to provide themselves with a service that no one else would provide. Co-ops in other fields have been formed for the same reasons.

N. C. May Lead In Number Of Farms

North Carolina may now have the largest farm population of any state, says C. H. Hamilton, head of the Rural Sociology Department at State College.

Hamilton bases his statement on data gathered during the 1950 census. The preliminary figures, already released by the U. S. Bureau of the Census, show the Tar Heel State with a farm population of 1,376,164. Although this is down considerably from the 1,656,501 reported in 1940, Hamilton explains that farm population has declined rapidly in all regions during the past decade and apparently other leading farm states have declined even more than North Carolina.

The 1940 census showed Texas leading with a farm population of 2,149,817. But Texas took a whopping 40 per cent loss in farm population during the past 10 years, and shows a total of only 1,307,000 for 1950.

Although totals for all other states are not yet in, Hamilton says none is likely to exceed North Carolina, which was second in 1940. Mississippi, Georgia, Alabama and Tennessee followed in that order in 1940, and have undergone sizeable reductions in farm population.

Hamilton cites another interesting fact about North Carolina's preliminary census returns. It seems that state boosters who talk about North Carolina's balance of industry and agriculture are not far from the facts.

Last Lap For Agriculture And Interior Appropriations

The conference report on the Interior Department appropriations was finally approved by the House of Representatives on August 17 and by the Senate on August 21. It was sent to the President for his signature from the Senate.

Agriculture appropriations are just about through the slow mills of Congress, too. Rural electrification loan funds of $100,000,000 were finally approved by the House when it passed the conference report August 17. Included was a fund of $75 million for contingencies.

Also approved by the House is the rural telephone loan fund of $9 million plus the Senate-backed contingency fund of $25 million, that the House had previously overlooked.

These now go to the Senate where backers are confident that they will be passed with little difficulty. Out of an economy-minded Congress have come programs of electric power and telephones which will be fairly adequate.

Interior appropriations for the Bonneville Power Administration allowed $67,500,000 for construction, $5,368,439 for operation and maintenance. In both they were the highest figure asked for by either House or Senate.

Bureau of Reclamation was allowed for construction on a total of $202,767,725. The Southeastern Power Administration received $318,500 for construction of a transmission line from Clark Hill dam to Greenwood, S. C. The much discussed Buggs Island dam to Kingston, N. C. was eliminated by the House and concurred in by the Senate. SEPA got $200,000 for construction and $50,000 for "emergencies."

The Southwestern Power Administration was allowed a high figure of $3,375,000 for construction, $1,255,712 for operation and maintenance, and $250,000 for the continuing fund. However, the continuing fund clause has been written in such a way, that SPA will have to go back, hat-in-hand each year to Congress for a specific request for these funds.

FARMERS CHOOSE THE NEW 12 CU. FT. KELVINATOR FOR BIG SPACE, BIG VALUE!

From Maine to California, farm families are getting the Kelvinator with Cold-Clear-To-The-Floor, 38-lb. Frozen Food Chest, Super Crisper!

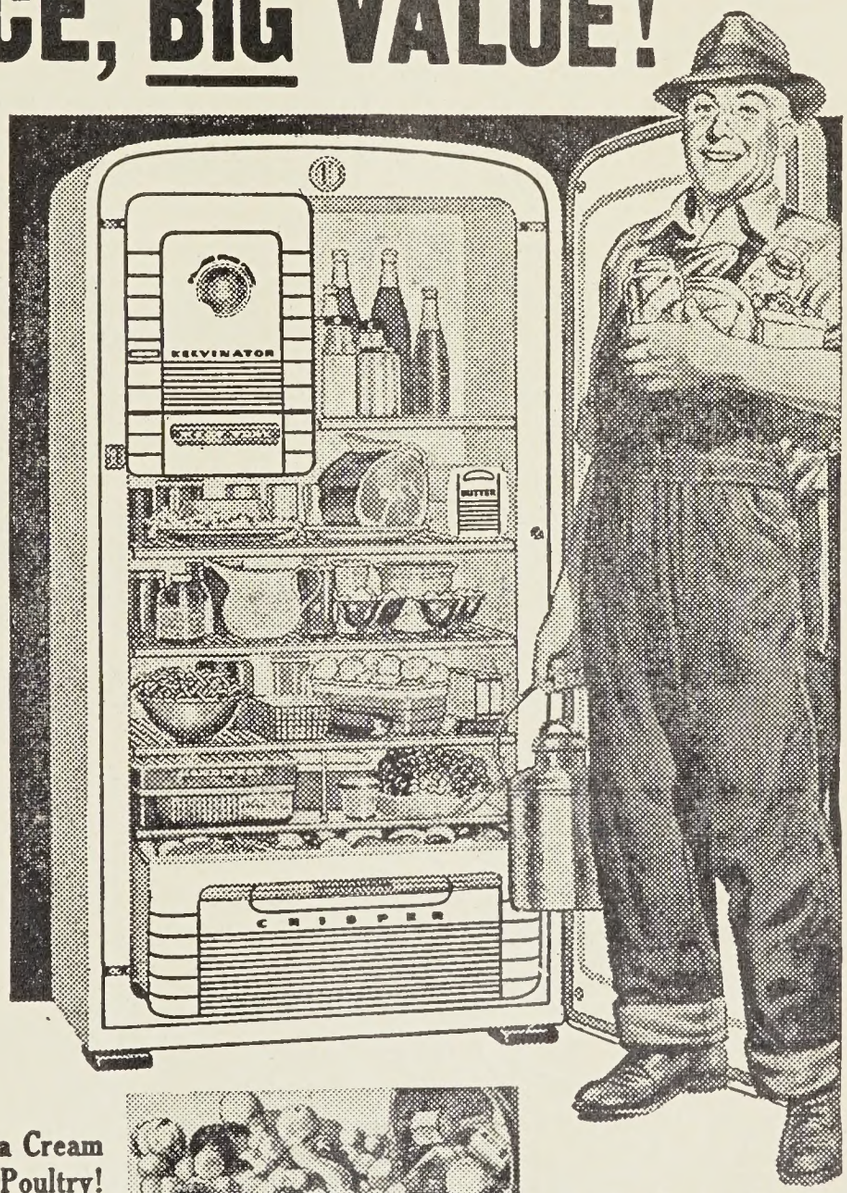
Only $329.95*!

It's a BIG success—it's going into farm kitchens everywhere! It's the BIG capacity Kelvinator built especially for the needs of farm families. 12 cubic feet . . . cold-clear-to-the-floor as originated and built best by Kelvinator! We say, just *see* it, and you'll be convinced it's for *you*. For you'll see the husky Frozen Food Chest . . . Kelvinator's full-width cold Super Crisper . . . and *nineteen square feet* of shelf space!

You'll see Kelvinator quality that means better food-keeping performance, longer-lasting dependability.

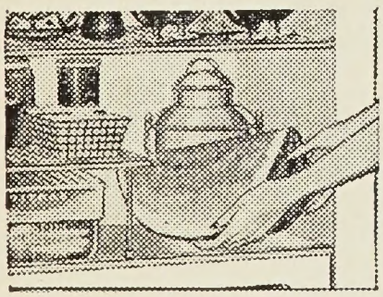
Yet, with all these great features, this Kelvinator is the *lowest-priced* big capacity refrigerator among 9 best-known makes! Only $329.95*. Don't delay. See it now . . . at your Kelvinator dealer's!

**Suggested retail price for delivery in your kitchen with Five-Year Protection Plan. State and local taxes extra. Price and specifications subject to change without notice.*



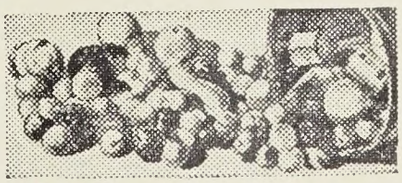
Big Frozen Food Chest pleases all the family!

Farm families say it's a *big* reason they're choosing this Kelvinator! In this handy Frozen Food Chest, there's room for big meat cuts, chicken, fish and game, big containers of ice cream. And ice cubes, quick as a wink!



Adjust space for a Cream Can, Melons, Big Poultry!

In a jiffy, you can adjust the center shelf and lower half-shelf . . . make room for a jumbo watermelon, turkeys, or odd-shaped containers. Above there's room for 16 square quart milk bottles. Here's wonderful convenience for you!



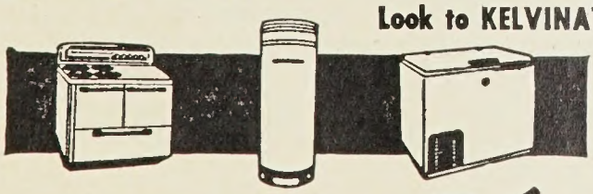
Cold Super Crisper Drawer Holds Over A Bushel!

It's extra space for the money! Refrigerates over a bushel of fruits, vegetables, canned and bottled goods!

Plug-in Butter Chest is Exclusive Accessory!

Lets you dial the "spreadability" you prefer! You get a Meat Tray, Handi-tray, too!

Look to KELVINATOR for all that's New in Farm Appliances!



See the beautiful new Kelvinator double-oven "Automatic Cook" Electric Range that gets your cooking off to a *fast* start. See the new Kelvinator Farm Freezers with *cold you can trust*. And choose a Kelvinator Electric Water Heater for a constant, work-free, *automatic* hot water supply!

GET MORE...GET Kelvinator

Division of Nash-Kelvinator Corporation Detroit 32, Michigan

FOR TV FUN! Tune in Paul Whiteman TV TEEN CLUB Show . . . presented by Kelvinator and Nash dealers . . . ABC coast-to-coast network. See your paper for local hour.

Oldest Maker of Electric Refrigerators For The Home!

FREE!
JUST FOR COMING IN!

HANDI-SERV DECANTER

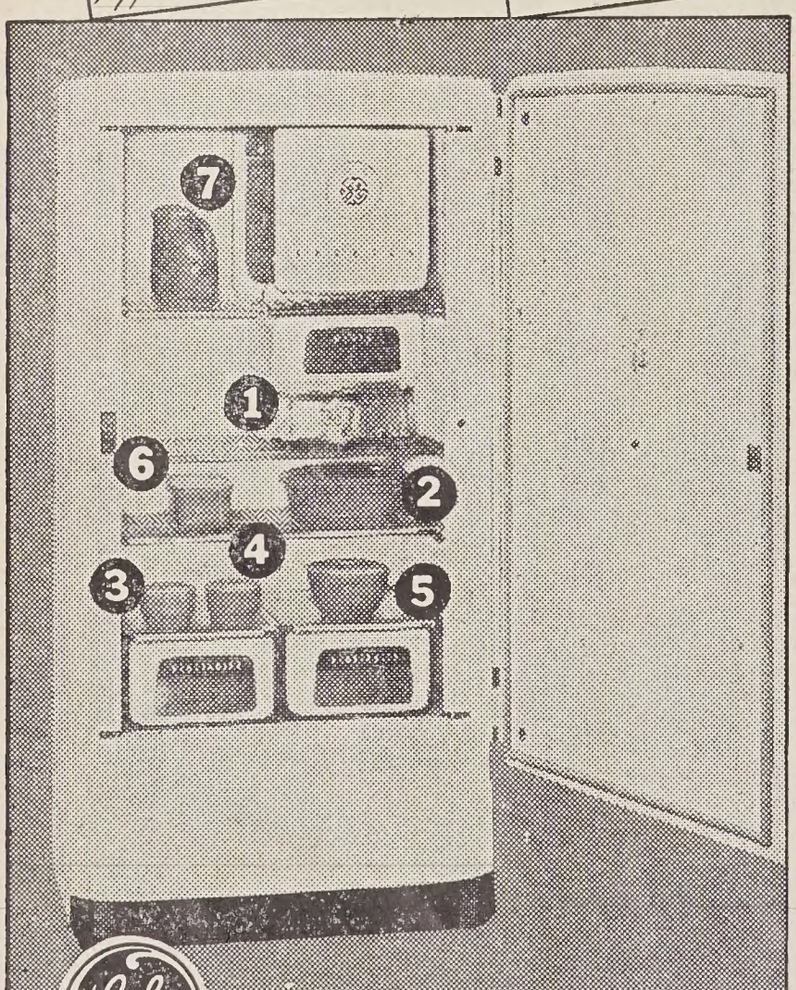
—holds one 6-oz can frozen juice and proper amount of water, Plastic cover keeps juices fresh. See this in the G-E Refrigerator.

Big G-E BONUS OFFER

AT

PURDIE EQUIPMENT CO., INC.

DUNN. N. C.



LIMITED TIME ONLY! ALL 3 FOR THE PRICE OF THE REFRIGERATOR ALONE!

NEW! G-E SPACE MAKER LAZY SUSAN. Designed to give you tidy, usable storage space in your G-E Refrigerator. Just the thing for leftovers! Spins at a touch of your finger, giving access to food. Five attractive clear glass jars with colored lids. Hold nearly a quart each.

USEFUL! REFRIGERATOR DISHES (OVENWARE). Complete set in matching yellow and grey color combination. Set includes space-saving design beverage pitcher, butter dish, two casseroles, two individual-size bowls.

SPACE MAKER REFRIGERATOR

MODEL NCS-8

$269.95

SAVE $30.00

Over Comparable 1950 Model

- Redi-Cube ice trays!
- Two big Rolla-Drawers!
- Spacious meat drawer!
- Rustproof durable shelves!
- G-E sealed-in refrigerating system!

HURRY! See this big G-E BONUS OFFER today!

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